

Guest Type Report

Property: QL

From from Friday, July 25, 2014 to Thursday, July 31, 2014

Guest Type: All

<u>Guest Type</u>	<u>Res</u>	<u>% Res</u>	<u>Rm Nts</u>	<u>Adults</u>	<u>Child</u>	<u>Rm Revenue</u>	<u>ADR</u>	<u>% Rm Revenue</u>	<u>Avg Lead</u>	<u>Avg LOS</u>
AAA/AARP/CAA Member	2	6.90%	4	4	0	456.00	114.00	5.19%	0.00	2.00
Corporate	3	10.34%	6	3	0	790.00	131.67	8.99%	14.00	2.00
Group	1	3.45%	0	1	0	0.00	0.00	0.00%	71.00	0.00
Owner	2	6.90%	13	4	3	0.00	0.00	0.00%	0.00	6.50
Owner Guest	1	3.45%	1	1	0	109.00	109.00	1.24%	2.00	1.00
Package Guest	4	13.79%	9	8	0	1,137.00	126.33	12.93%	19.00	2.25
Promotions	3	10.34%	3	5	1	480.00	160.00	5.46%	7.33	1.00
Transient	13	44.83%	34	24	2	5,819.00	171.15	66.19%	3.54	2.62
Report Totals:	29		70	50	6	8,791.00	125.59		8.93	2.41

- End Of Report -

Guest Type Report is a simplified Crystal Reports version of the Marketing Analysis Report Guest Type source/Subsource Report. As a marketing report it evaluates the whole of the reservation rather than evaluating on a night by night basis. It can be balanced against other marketing analysis reports but not against any management, statistics based reports